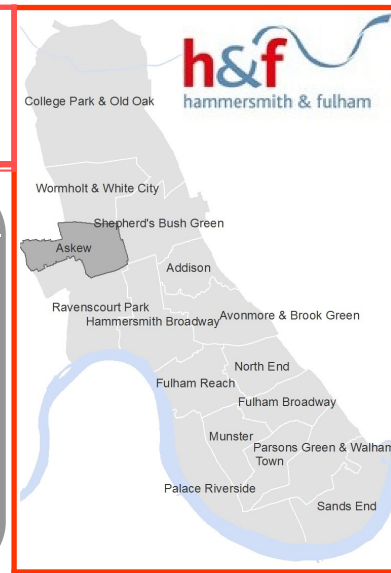


Askew Ward Profile 2018



This profile brings together some of the key data sources that help to define the characteristics of an area, the population it contains and the key issues it faces. The main themes covered are: population, health, deprivation, crime, education and qualifications, housing tenure, economic activity and local economy.

Given the breadth of data sets included in the profile, the dates of the information ranging from 2011 to 2018.

Your Ward Councillors

Lisa Homan
(Labour)

Rowan Ree
(Labour)

Rory Vaughan
(Labour)

Affluence

The ward is relatively affluent area although pockets of deprivation exist even in the more affluent parts of the ward. The overall population is middle-aged and young, single, healthy and skilled. A high proportion of the population work in well paid professional jobs mainly in scientific and technical or information and communication sector.

- 70% of residents are of working age. The structure of the population has slightly changed over the last seven years which demonstrates that the population is not as transient as over the previous two decades
- Foreign-born residents made up 42.5% of the ward population. A high proportion were born in Republic of Ireland, Poland, Australia, Somalia and France
- The ward has the seventh highest proportion of households that have no people who speak English as a first language
- 85% of residents declared themselves in good or very good health (86% in H&F)
- Around two in five people aged 16+ were living as a couple; this is the sixth highest proportion in H&F
- 35% are owner-occupiers and 31% rent privately
- The proportion of households without a use of car or a van stands at 56%; this is the tenth highest proportion in H&F
- 45% of residents have a level 4 qualification (degree level)
- 66% of residents are in employment (12% are self-employed)
- 37% of employed residents are working as managers, directors, senior officials or in professional occupations
- The largest source of employment is the professional, scientific and technical activities sector (13%)



Pockets of Deprivation

Even though the ward is relatively affluent there still exists a number of deprived areas particularly Emlyn Gardens estate, Becklow Gardens estate and Warple Way which suffer from multiple interlinked problems. Generally these areas are characterised by:

- Low skills
- Unemployment and worklessness
- Low incomes
- Social or council rented housing
- Low skilled occupations
- Health issues

The ward is made up of 7 Lower Super Output Areas (LSOAs). Three LSOAs are ranked in the 20% most deprived nationally. There are seven deprivation 'domains' within the IMD 2015 and the highest scores for the ward are in the Living Environment, Crime, and Barriers to Housing and Services.

Who We Are

Population Overview

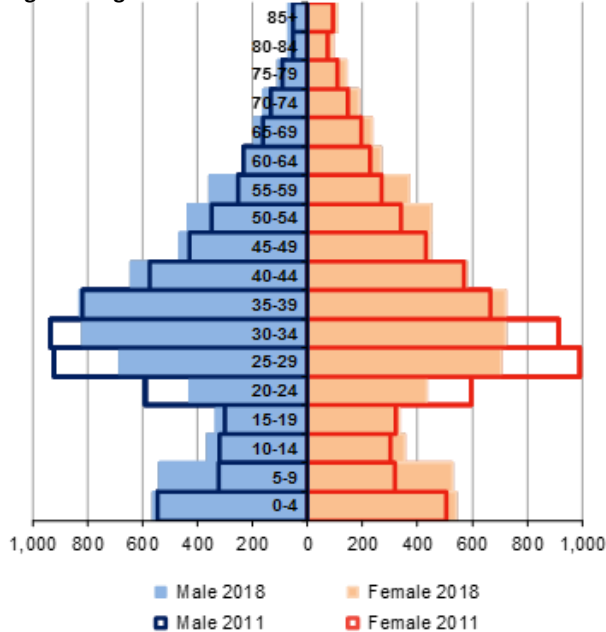
In 2018 there were an estimated **14,483** people living in the ward. Since 2011 Census, there has been an increase in the population by **2.3% (323 people)**; this is the fourth highest increase among H&F wards (Borough average +0.9%).

From the age / gender pyramid, it is clear that the population in the ward is relatively young for both genders with a large proportion in the age range **25-44**. Since the 2011 Census, there has been slight change in the structure of the population within the ward which indicates that the population was not as transient as 7 years ago with fewer working age people moving into the area for work before moving out later on in life.

There are slightly more males (**50.2%**) than females (**49.8%**). The ward is the second most densely populated in H&F with a density of **191** people per hectare (Borough 112pph).

During the day the population decreases to **9,655** people as residents leave the ward for work.

Figure 2: Age Structure



Source: Population projections 2011-2018, GLA

22.6% of the population is under 18 (19.5% in H&F), **68%** are aged 18-64 (69.9% in H&F) while **9.4%** are elderly population (10.6% in H&F).

Using the SHLAA Ward population projections, the population is estimated to increase by **8% (960 people)** by 2035. This includes a **44% (527)** increase in the population aged 65+ and a **2.5% (55)** in people aged 45-64.

Ethnicity

The ward ranks sixth lowest on the proportion of the population describing themselves as White British (**41.2%**), but the fourth highest on proportion of 'Black/Black British' residents (**16%**).

Since 2001, there has been a **55%** increase in the number of residents from Black and Minority Ethnic (BME) backgrounds to **8,323** in 2011; the second highest number in H&F.

Figure 1: Total Population

| Ward Name | 2018 | 2011 | +/- | % change |
|-------------------------|------------|------------|-----------|----------|
| Addison | 11,166 | 11,518 | -352 | -3.1 |
| Askew | 14,483 | 14,160 | 323 | 2.3 |
| Avonmore & Brook Green | 11,757 | 12,216 | -459 | -3.8 |
| College Park & Old Oak | 9,129 | 9,175 | -46 | -0.5 |
| Fulham Broadway | 11,744 | 10,996 | 748 | 6.8 |
| Fulham Reach | 11,518 | 11,306 | 212 | 1.9 |
| Hammersmith Broadway | 12,750 | 11,923 | 827 | 6.9 |
| Munster | 10,883 | 11,004 | -121 | -1.1 |
| North End | 11,096 | 11,589 | -493 | -4.3 |
| Palace Riverside | 7,321 | 7,483 | -162 | -2.2 |
| Parsons Green & Walham | 11,042 | 10,813 | 229 | 2.1 |
| Ravenscourt Park | 10,717 | 10,785 | -68 | -0.6 |
| Sands End | 14,199 | 12,760 | 1,439 | 11.3 |
| Shepherd's Bush Green | 11,925 | 12,175 | -250 | -2.1 |
| Town | 10,934 | 11,201 | -267 | -2.4 |
| Wormholt and White City | 13,385 | 13,389 | -4 | 0.0 |
| Hammersmith & Fulham | 184,049 | 182,493 | 1,556 | 0.9 |
| London | 8,998,679 | 8,173,941 | 824,738 | 10.1 |
| England* | 55,268,067 | 53,012,456 | 2,255,611 | 4.3 |

Source: GLA Population projections 2018 and *MYE population ONS 2016

Country of Birth and National identity

54.1% (7,660) of residents were born in England. Foreign-born residents made up **42.5%** of the ward population (42.7% in H&F).

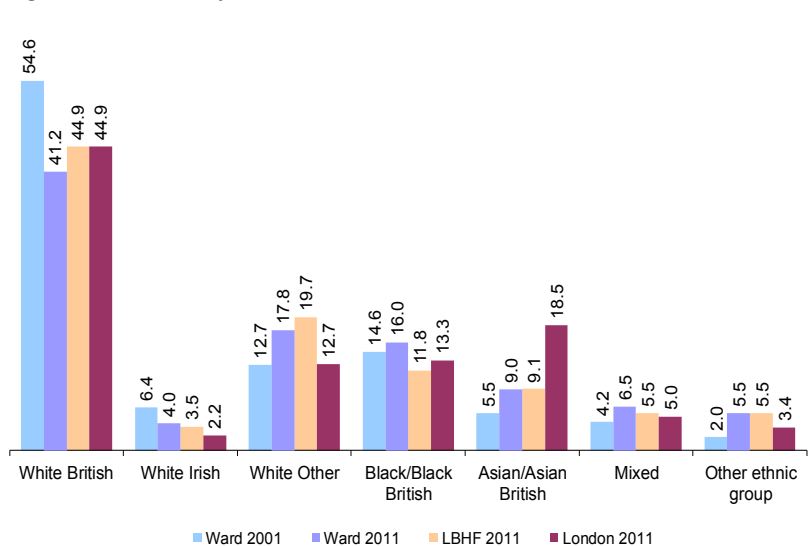
Republic of Ireland supplied most foreign-born residents (436) followed by Poland (431), Australia (342), Somalia (299) and France (251).

15% of the population were born in an EU country (the ninth highest among all wards) compared with 14.8% in H&F and 10.3% in London as a whole.

71.4% of residents identify themselves as a category that refers to a British national identity (e.g. English, Welsh, Scottish, Northern Irish and other categories associated with Britain); ranked the 8th highest in H&F.

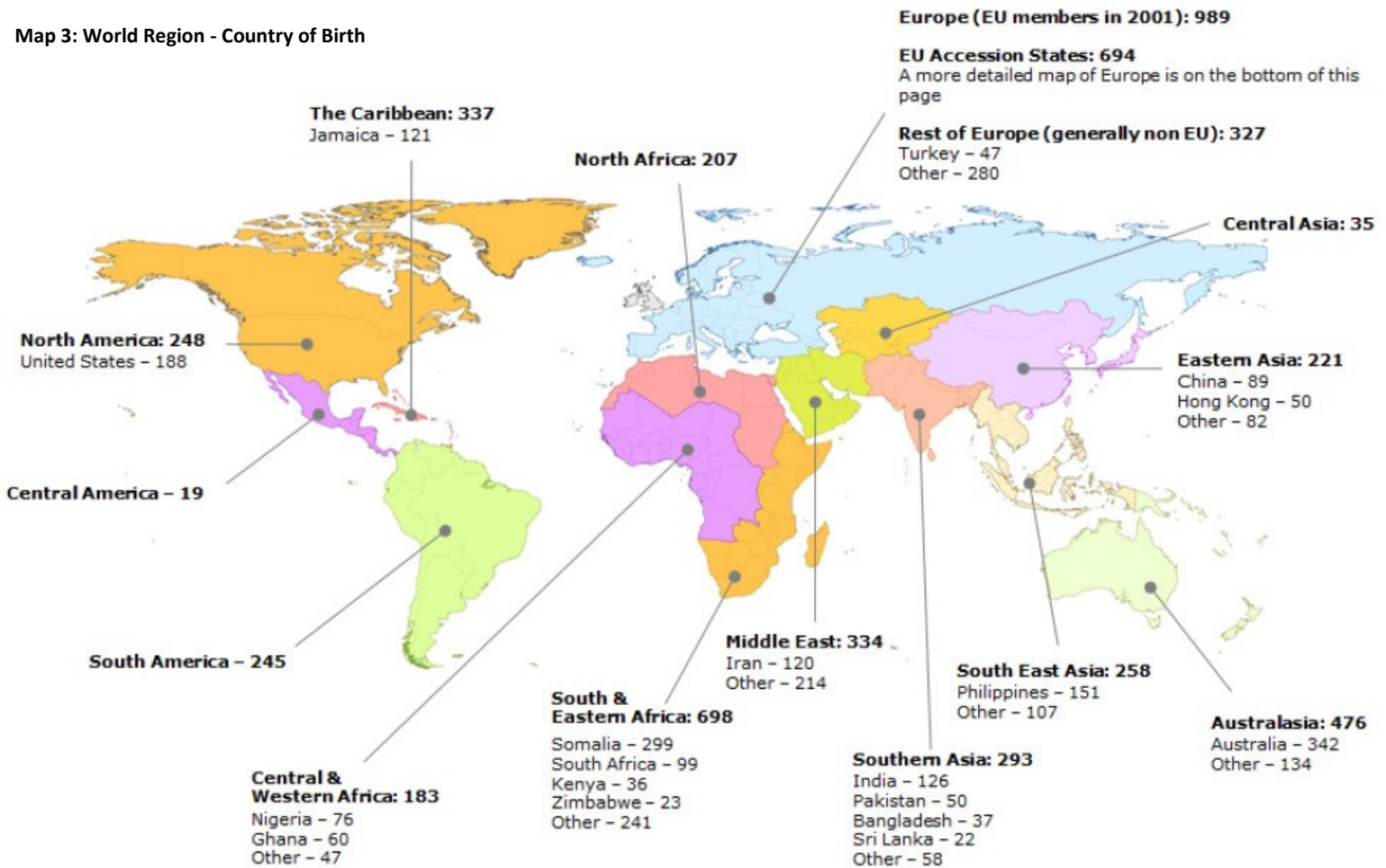
29.3% had a 'British only' national identity (ranked fourth highest) while 'other identities only' account for **28.6%** of all categories (ranked ninth highest in H&F).

Figure 3: Ethnic Groups

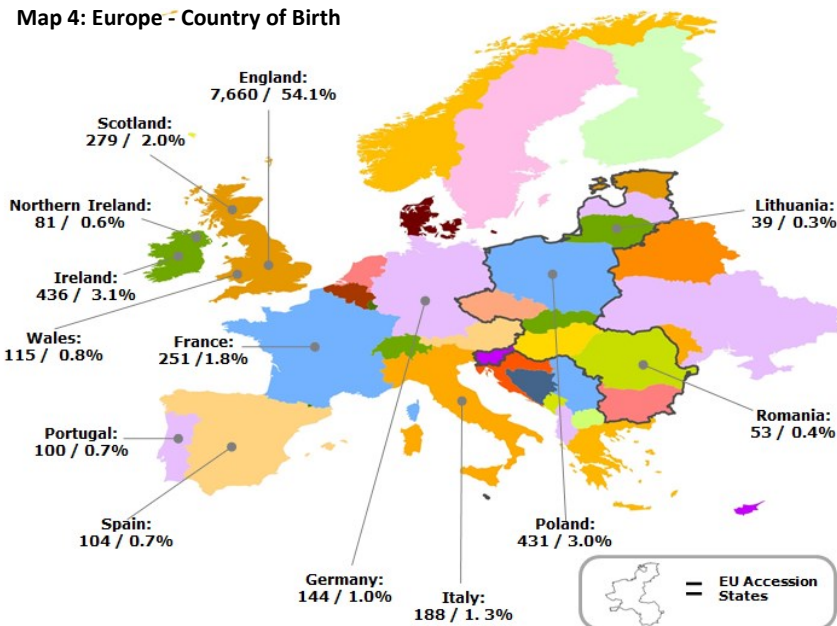


Source: ONS Census 2011

Map 3: World Region - Country of Birth



Map 4: Europe - Country of Birth



Year and Age of arrival in the UK

The ward ranked the tenth highest in H&F in terms of proportion of foreign born residents who have arrived in the UK since 2001 (**21.9%** of the overall population).

The ward ranked the seventh highest in proportion of residents whose age of arrival to the UK was between 20 and 44 (**28.3%** of all age groups) and it ranked the eleventh highest on proportion of foreign people who have resided in the UK for less than 5 years (**12.9%** of the overall population).

16.8% of residents in the ward hold an EU passport (the tenth highest level among H&F wards). The ward ranked the seventh highest in terms of proportion of people that hold a passport of any of the Middle East / Asian countries as a percentage of the total population (**3.9%**), and the sixth highest in terms of proportion of people that hold a passport of any of the South American countries (**1.1%**).

Religion

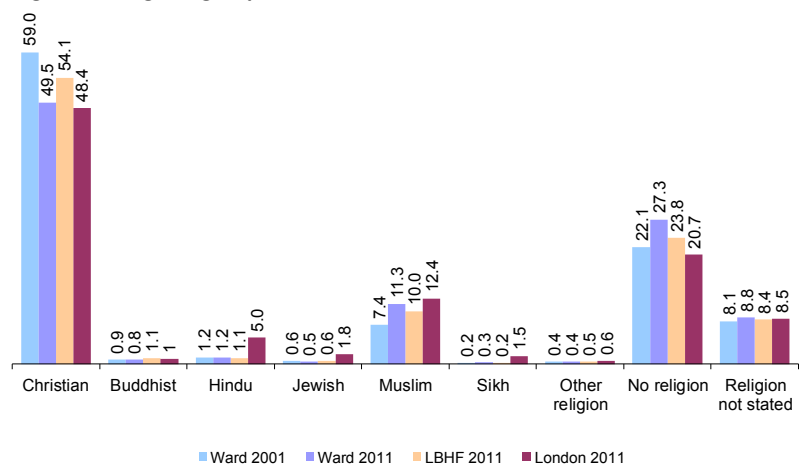
Christians remained the largest religious group in the ward with **49.5%** of residents (59% in 2001).

There has been a **3.9** percentage point increase in the Muslim population to 1,601 in 2011; the third highest number in H&F.

One in four (**27%**) residents stated as having no religion (ranked second highest), while 8.8% did not answer the question related to religion.

There are no updates available on religion by ward, but the latest data from ONS suggest that 'Any other religion' and Muslim religion have increased most since 2011 in H&F (by **2.5** percentage points).

Figure 4: Religious groups



Source: ONS Census 2011

Household Language

71.4 % of households in the ward contain people aged 16+ who all speak English as a main language; ranked the eighth highest among all wards (71.8% in H&F).

14.8% of households have no people that speak English as a main language (14.5% in H&F).

The main languages spoken in the ward are **Polish** (384 people), **Arabic** (288), **Somali** (271), **French** (258), **Spanish** (195), **Portuguese** (187) and **Italian** (170).

Health

84.9% of residents assess their health as 'good' or 'very good' (85.7% in H&F).

5.4% rate their health as 'bad' or 'very bad' compared to 4.9% across the borough.

In the 2011 Census, **12.9%** (1,832) of residents reported to have a long term health problem or disability that limits their day-to-day activities; this is the seventh highest level in the borough but a decrease of 4.9% since 2001 (the second highest).

Life expectancy in the ward is slightly better for males than both the borough and London averages with males expected to live **81.1** years while it is slightly worse for females (expected to live **83.8** years).

Figure 5: Life Expectancy 2012-2014

| Indicator | Ward | H&F | London |
|------------------------|------|------|--------|
| Male life expectancy | 81.1 | 79.7 | 80.3 |
| Female life expectancy | 83.8 | 84.1 | 84.2 |

Source: ONS

In terms of childhood obesity at reception age, **.8%** of children are estimated to be obese which is the fourth lowest level in the borough (H&F 9.7% and London 10.2%). Similarly, child excess weight (overweight including obesity) at **19.3%** is below both the borough (21.9%) and London (22%) averages. In Year 6, **18.5%** of children are estimated to be obese which is below the borough and London averages of 22.4% and 23% respectively. The prevalence of excess weight among children in Year 6 in the ward stands at **33.8%**.

Figure 6: Childhood Obesity and Excess Weight

| Age Group | Area | Number measured | Number obese | % obese | Number measured | Number excess | % excess weight* |
|---------------------------|----------------------|-----------------|--------------|---------|-----------------|---------------|------------------|
| Reception (age 4-5 years) | Ward | 395 | 31 | 7.8% | 395 | 77 | 19.5% |
| | Hammersmith & Fulham | 3,651 | 355 | 9.7% | 3,887 | 850 | 21.9% |
| | London | 269,492 | 27,437 | 10.2% | 272,087 | 59,969 | 22.0% |
| Year 6 (age 10-11) | Ward | 279 | 52 | 18.5% | 279 | 94 | 33.8% |
| | Hammersmith & Fulham | 3,365 | 754 | 22.4% | 3,417 | 1,270 | 37.2% |
| | London | 231,149 | 53,084 | 23.0% | 232,078 | 87,531 | 37.7% |

Source: NCMP 2016/17 *Overweight and obese combined

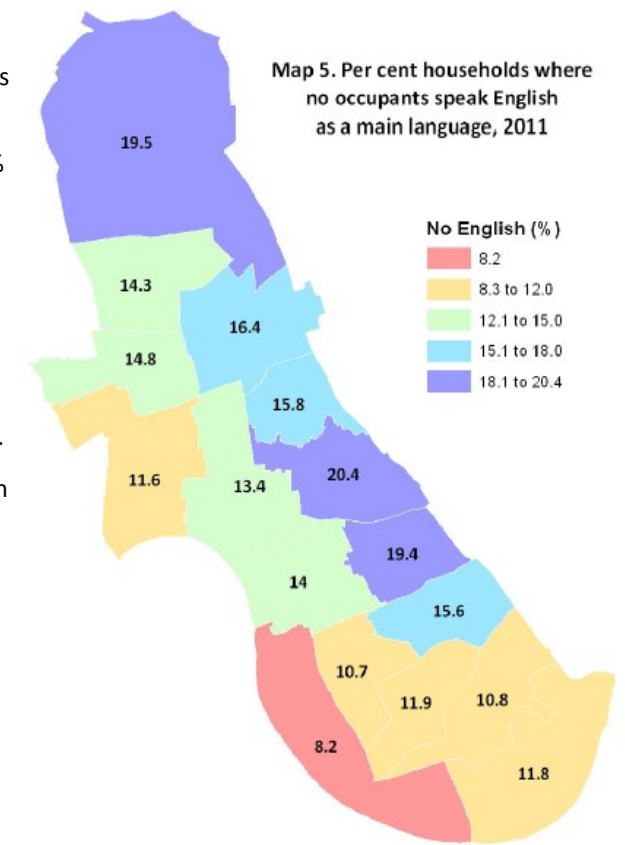
School Census 2017

In total, there are **1,385** children who live in the ward and attend a school within the borough. This includes **240** children in nursery classes, **778** children in primary schools and **342** children in secondary schools. **25** children attend the borough's special schools. According to the 2011 Census there are a total of **1,134** school children and full-time students aged 16+ in the ward (ranked the seventh highest in H&F).

Figure 7: School Census Statistics

| Area | FSM | SEN | EAL |
|----------------------|------|------|------|
| Ward | 22.2 | 12.9 | 36.9 |
| Hammersmith & Fulham | 22.4 | 15.6 | 46.0 |
| London | 17.5 | 14.4 | 45.0 |

Source: School Census, Autumn 2017



Source: ONS Census 2011

Figure 8: First Language (EAL)

| First Language | % of pupils |
|----------------|-------------|
| Somali | 6.3 |
| Arabic | 5.9 |
| Polish | 3.3 |
| French | 2.5 |
| Spanish | 2.0 |

One of the key benefits of the school census is that it captures details on free school meals, special educational needs and the languages spoken by children. **22.2%** of pupils in the ward receive free school meals; this is slightly below the borough average of 22.4% but above the London average of 17.5%. The percentage of pupils (**12.9%**) with special educational needs is lower than both the borough and London averages (15.6% and 14.4% respectively). In terms of the percentage of pupils who speak English as an additional language, the ward average of **36.9%** is lower than both the borough and London averages (46% and 45% respectively). In total, pupils speak an additional 58 languages other than English with **6.3%** speaking Somali, **5.9%** speaking a form of Arabic and **3.3%** speaking Polish as a first language.

How we live

Marital Status

The ward ranks eight highest in proportion of residents who are single - never married (**57.4%**). Proportionately fewer residents are married (**27.8%**) compared to the borough average (29.6%).

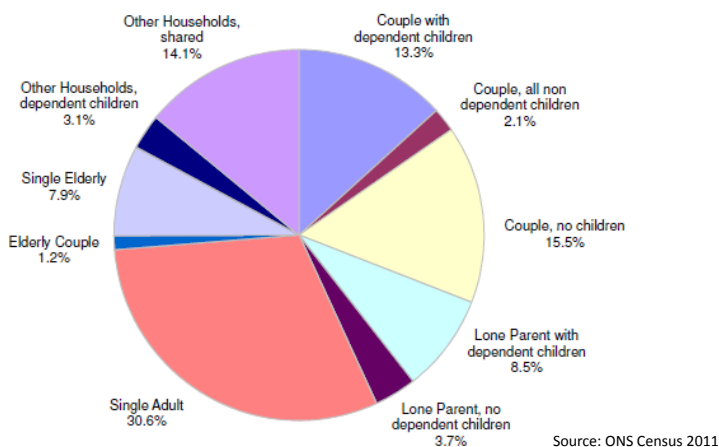
41.8% of people aged 16 and over were living as a couple (married, in a same-sex civil partnership, or are cohabiting with a partner of any sex); this is the sixth highest level in H&F.

Household Composition

The average household size is **2.27** persons (2.17 in 2001); this compares to 2.26 persons in H&F.

The number of households has increased by **5.1%** since 2011 to 6,553; the fourth biggest increase among all wards (H&F +4.5%).

Figure 9: Household composition



Single adult households aged under 65 are the largest group (**30.6%**). The proportion of single elderly households has decreased by **21%** and elderly couple by **8.4%** over the past 10 years to a current level of **9.1%** (568) of all households.

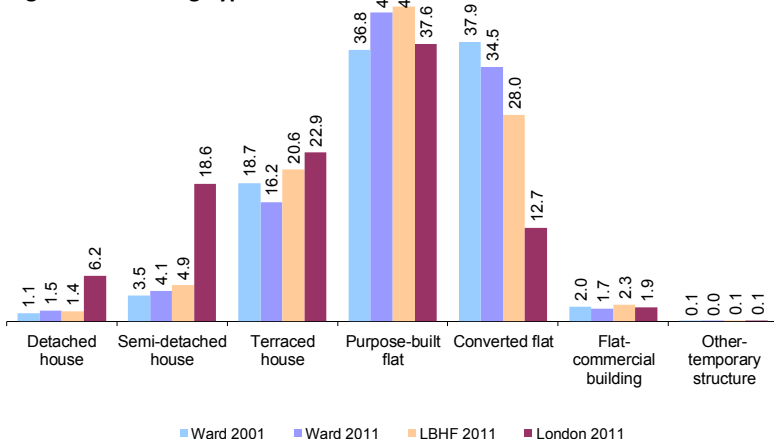
The ward ranks the fifth highest among H&F wards on the proportion of lone parent households (**12.2%**).

Accommodation Type

In 2011 there were **6,360** dwellings in the ward, some 736 more than in 2001. Only 0.6% of dwellings were shared between two or more households (0.4% in 2001).

The housing stock is characterised by a large proportion of flats and maisonettes (**78%**); ranked the fifth highest in H&F.

Figure 10: Dwelling Type



39% of all properties are with one bedroom (ranked fourth highest) and **32.4%** are with two bedrooms (ranked eleventh highest).

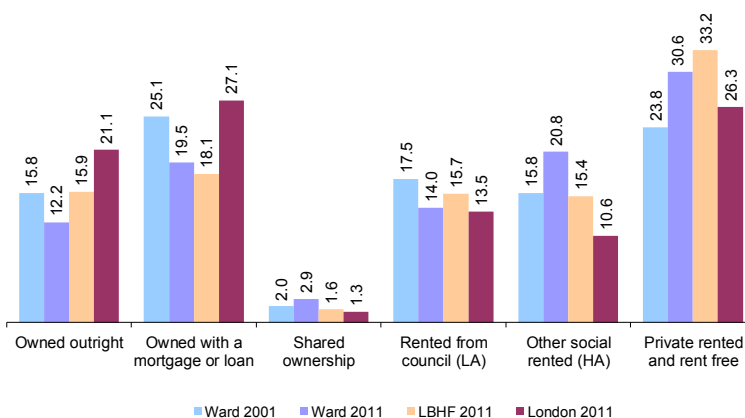
Tenure

34.6% of households are owner occupiers (ranked tenth); a reduction of 8.3 percentage points from 2001.

The private rented sector (incl. rent free) accounts for **30.6%** of households (ranked the fourth lowest) with an increase of 6.8 percentage points since 2001.

Over a third of households (**34.8%**) rent their home from a social housing; **14%** rent from the Council (ranked ninth) and **20.8%** from Housing Associations (ranked third).

Figure 11: Tenure Mix



Occupancy - Bedrooms

This provides a measure of whether a household's accommodation is overcrowded or under occupied.

The proportion of households that have one fewer bedroom than required was **13.7%** (ranked sixth) which is above the borough average of 12.6%.

Housing Waiting List

There are **2,319** registered households on the housing waiting list in Hammersmith & Fulham including 662 on the transfer list (2,251 in 2017). **23%** of non-transfer homeseeker households live outside H&F.

Majority of registered households (**53%**) require two bedroom properties, followed by three bedroom properties (**28%**).

The number of households registered on the housing waiting list in the ward stands at **119** (6.7% of all households on the list).

Property Prices

Average property prices in the borough have increased by almost **15%** over the past 5 years, but in the past year have decreased by 5%.

Average price increases have ranged from 14% for flats and maisonettes to over 20% for the sales of semi-detached properties.

The average price of dwellings in the ward is **£643,204** compared with £713k in the borough and £480k in London; this is the sixth lowest level amongst all H&F wards.

What we do

Economic Activity

In 2011, **75.9%** of working age people aged 16-74 in the ward were economically active (working or looking for work); that was the sixth highest rate amongst wards (74.1% in H&F). The economic activity rate for males was **80%** (ranked sixth) and for females was **71.7%** (ranked seventh).

Employment

66.1% were in employment compared to 65.7% in H&F and 62.4% in London. **45.3%** of those were full-time employees (ranked ninth highest in H&F), **8.5%** were part time employees (ranked third) and **12.3%** were self-employed (ranked ninth).

The top three methods of travel to work are underground (**36%**; ranked twelfth), bus (**16%**; ranked fourth) and car (**15%**; ranked fourth).

In total in 2017, there were **2,400** jobs in the ward. There has been a **37.1%** increase in the number jobs between 2011 and 2017 (+12.3% in H&F). **65.2%** of employees working in the ward work full-time (72% in H&F); this is the third lowest proportion amongst all wards.

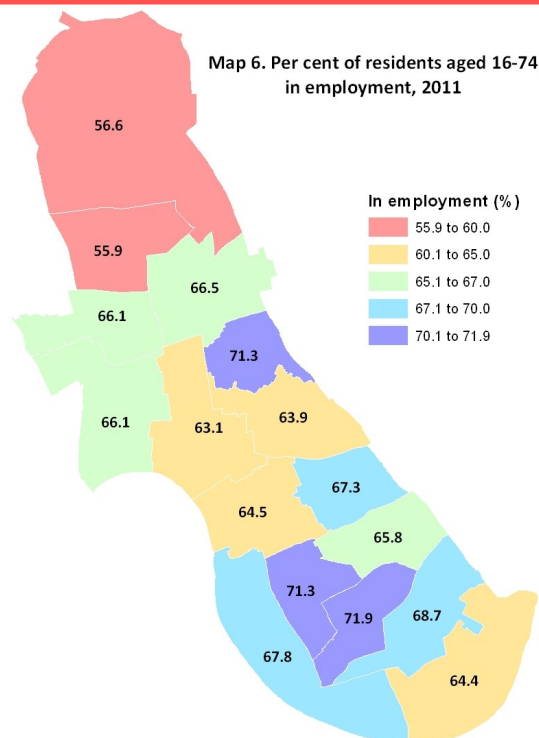


Figure 12: Number of Jobs, BRES

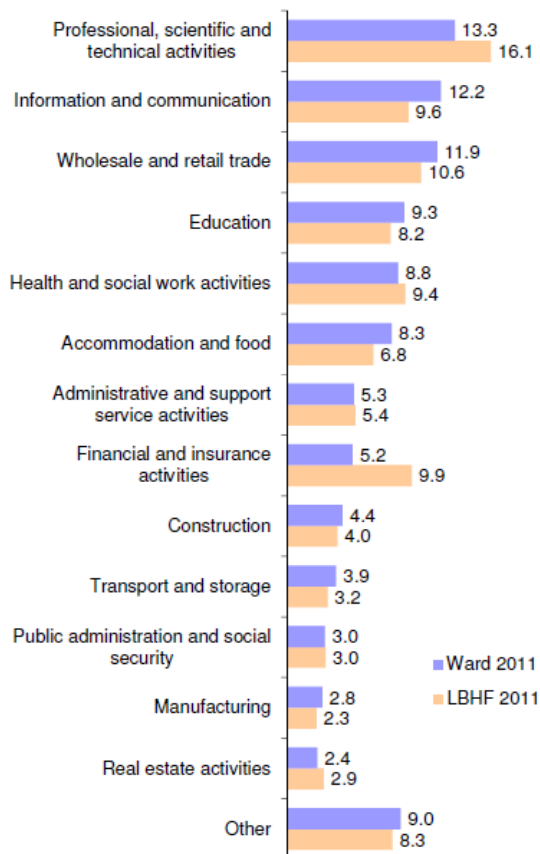
| Area | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | % change 2011-2017 |
|----------------------|---------|---------|---------|---------|---------|---------|---------|--------------------|
| Ward | 1,750 | 2,000 | 2,100 | 2,000 | 2,250 | 2,450 | 2,400 | 37.1 |
| Hammersmith & Fulham | 122,450 | 127,000 | 127,500 | 128,000 | 135,500 | 139,500 | 137,500 | 12.3 |

Industry of Employment

The professional, scientific and technical activities sector is the largest source of employment with **13.3%** (ranked third lowest in H&F). This is followed by the information and communication sector at **12.2%** (ranked third highest) and the wholesale and retail trade sector at **11.9%** (ranked third highest).

The ward ranked fourth highest in terms of the population employed in the education sector (**9.3%**).

Figure 13: Employed by industry of occupation



Occupation

12.2% of the employed population were working as managers, directors and senior officials (ranked fourth), while **25%** were working in the professional occupations (ranked thirteenth).

8.1% were working in the elementary occupation; ranked fourth (6.7% in H&F), and **9.3%** were working in the administrative and secretarial occupations; ranked eleventh (9.6% in H&F).

Economic Inactivity

24.1% were economically inactive residents (permanently sick or disabled, looking after family/home, retired and some students); (H&F 26% and London 28.3%). **27%** of these economically inactive residents are students (31.5% in H&F).

Unemployment

From the 2011 Census **5.9%** of residents aged 16-74 were unemployed and looking for work (ranked fourth highest). Unemployment in the ward has improved since the start of 2013. In March 2018, there were **6,250** Universal Credit claimants in H&F (4.5% of the working age population).

Key out-of-work benefits consist of four groups: job seekers, ESA and incapacity benefits, lone parents and others on income related benefits. In 2017, **10.5%** of the working age population in the ward were on out-of-work benefits which is below both the borough and London averages (at 7.5% and 7.2% respectively).

Provision of Unpaid Care

6.8% of the population provide informal care, down from 6.9% in 2001; this is the seventh highest proportion in the borough. **67.4%** were giving less than 20 hours care a week (ranked fifth), **14.8%** provided between 20 to 49 hours (ranked tenth) and **17.8%** provided 50 or more hours (ranked twelfth).

Household Income

The average gross household income (including investment income and social security benefits) in the ward is **£43,289** per annum (£50.2k in H&F and £45.2k in London).

31.9% of households depend on less than £25,000pa compared to 28% for the borough as a whole. One in seven (**13.5%**) households in the ward have a combined annual gross income of over £75k compared to 18.8% of households across the borough.

Qualifications and Skills for Life

13.7% of adults have no formal qualification (ranked sixth highest) compared to 12.8% in H&F and 17.6% in London.

45.1% have a level 4 qualification-degree level (ranked third lowest) compared to 49.6% in H&F.

In 2011 the Office of National Statistics conducted a Skills for life survey across the country and using modelling techniques they have developed local level area estimates of the number and proportion of adults living in households with defined **skill levels**. The figure 15 contains estimates of the proportion of adults who have the following skills at entry level or below. Entry level is the lowest level in the national qualification framework in England. Qualifications at this level recognise basic knowledge and skills and the ability to apply learning in everyday situations under direct guidance and supervision.

Across the different measures the proportion of adults at entry level (and below) is slightly **above** the borough averages but below the London averages. For adults who don't speak English as a first language, the proportion is also slightly **above** the borough average.

Figure 15: Skills for life estimates

| Area | Entry Level and Below | | | | | |
|------------------------|-----------------------|----------|-------|-----------------|--------------|------|
| | Literacy | Numeracy | Email | Word Processing | Spreadsheets | ESOL |
| Ward | 15.3 | 43.0 | 37.8 | 56.4 | 61.9 | 22.0 |
| Hammersmith and Fulham | 15.2 | 42.3 | 36.2 | 54.0 | 59.9 | 21.8 |
| London | 28.2 | 52.7 | 42.2 | 61.2 | 69.8 | 33.9 |

Source: ONS Skills for life survey, 2011

Educational Attainment

In 2016-17, **41.3%** of pupils achieved an average attainment 8 score and **57.6%** of pupils achieved 9-4 grades in English and Maths only. Both these figures are below both the borough and London averages.

Figure 16: Educational Attainment KS4 2016-17

| Area | All Pupils at the End of KS4 | All Pupils at the End of KS4 with average Attainment 8 Score | All Pupils at the End of KS4 % achieving 9-4 in English and Maths GCSEs only |
|------------------------|------------------------------|--------------------------------------------------------------|------------------------------------------------------------------------------|
| Ward | 118 | 41.3 | 57.6 |
| Hammersmith and Fulham | 1,311 | 46.4 | 62.5 |
| London | 75,472 | 44.3 | 60.1 |

Source: DfE

In 2016-17, the overall absence rate in schools was **4%** which below both the borough and London rate.

Figure 17: School Absence

| Area | Enrolments in All Schools | Overall Absence in All Schools | Authorised Absence in All Schools | Unauthorised Absence in All Schools |
|------------------------|---------------------------|--------------------------------|-----------------------------------|-------------------------------------|
| Ward | 990 | 4.0 | 3.1 | 1.0 |
| Hammersmith and Fulham | 10,347 | 4.4 | 3.2 | 1.2 |
| London | 923,360 | 4.5 | 3.3 | 1.2 |

Source: DfE

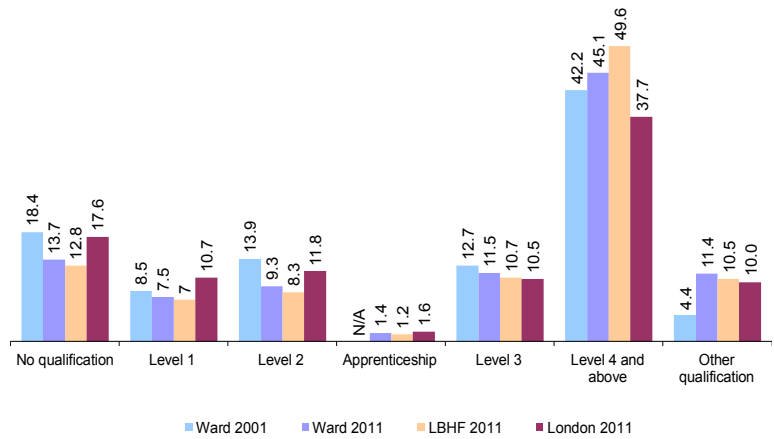
In 2016-17, the rate of the first year Higher Education (HE) enrolment in the ward was **92.4** per 1,000 18-24s which was above the borough rate at 86.1 but lower than the London rate at 102.2.

Figure 18: HE Enrolments

| Area | Rate per 1,000 18-24s | Number HE Enrolments |
|------------------------|-----------------------|----------------------|
| Ward | 92.4 | 105 |
| Hammersmith and Fulham | 86.1 | 1,483 |
| London | 102.2 | 78,655 |

Source: HESA

Figure 14: Highest level of qualification



Source: ONS Census 2011

Where we live

Deprivation

The index of multiple deprivation is a relative measure of deprivation which ranks small areas nationally by different deprivation dimensions. The ward is made up of 7 Lower Super Output Areas (LSOAs) and it has been measured as **less deprived** than in 2010 and 2007.

The most deprived areas (E01001860, E01001861 and E01001862) are among the **20% most deprived** nationally. The areas E01001858 and E01001864 are in the 20 to 30% most deprived nationally. The two remaining LSOAs rank in the 40-50% most deprived nationally.

Figure 19: IMD National Banding - most deprived

| Ward LSOAs | Overall IMD Banding | Income Deprivation Affecting Children Index (IDACI) | Income Deprivation Affecting Older People Index (IDAOPI) |
|------------|---------------------|-----------------------------------------------------|----------------------------------------------------------|
| E01001860 | 10-20% | 10-20% | 10-20% |
| E01001861 | 10-20% | 10-20% | 0-10% |
| E01001862 | 10-20% | 10-20% | 0-10% |
| E01001858 | 20-30% | 10-20% | 10-20% |
| E01001864 | 20-30% | 30-40% | 0-10% |
| E01001859 | 40-50% | 0-10% | 10-20% |
| E01001863 | 40-50% | 30-40% | 20-30% |

Within the Index there are seven 'domains' and the highest scores for the ward are in the **Living Environment**, **Crime** and **Barriers to Housing and Services** domains, in that order. 4 out of 7 LSOAs fall within the worst 20% deprived nationally on Income Deprivation Affecting Children (IDACI) domain, and 6 out of 7 LSOAs fall within the worst 20% nationally on Income Deprivation Affecting Older People (IDAOPI) domain.

Digital Inclusion

H&F residents use the internet more compared to the national average. More households in H&F Council homes have a tablet computer compared to the national average. **9%** of residents in the ward that **don't use internet** which is higher than the borough average of 8.5%. This ranges from **1.5%** for 16-34 age group, to **43%** for 65+.

Customer Segmentation

The complexity of the demographics of the ward can easily be seen in the following map that displays the Mosaic customer segmentation dataset. Segmentation work suggests that the two predominant customer segmentations in the ward are: **Prosperous Settled Young Professionals** (26%) - displayed in light blue on the map and **Mixed Inner City Urban—Modest Means** (25%) - displayed in dark brown on the map.

Around 14% of residents are classified as coming from **Deprived Families in Public Housing** (16% in H&F) which is displayed in red on the map. This segment is clustered around two location in the ward; with the area covering Warple Way and Emlyn Gardens estate, and Becklow Gardens estate.

Green Space

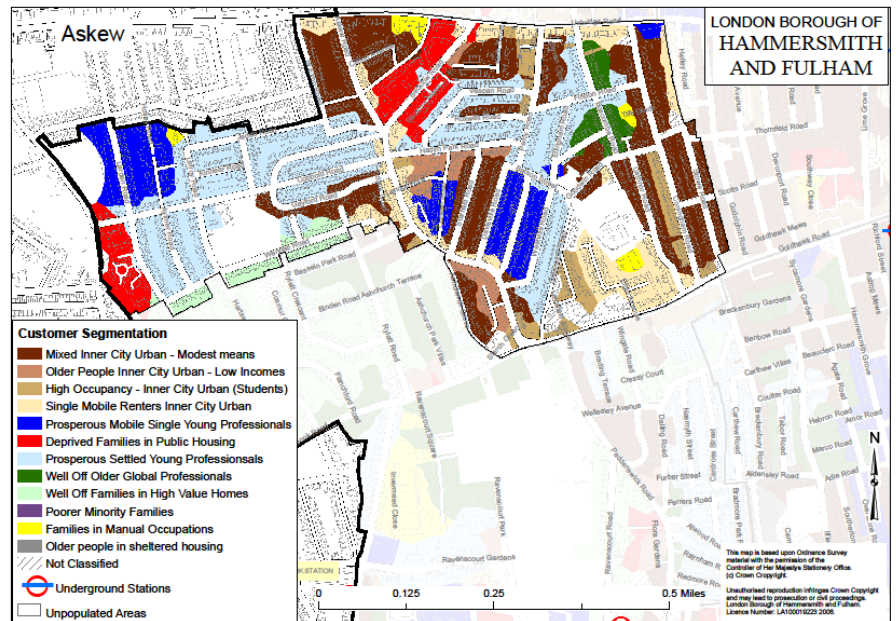
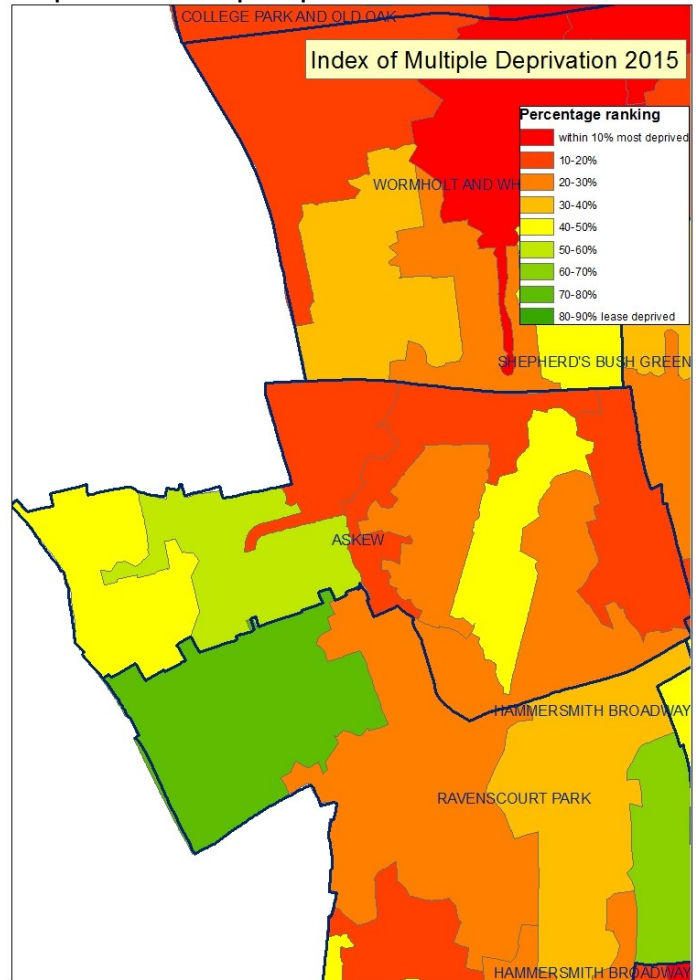
3.6% of the ward area is classified as open space and green area; this compares to 21.1% in H&F and 39.1% in London as a whole. **10.6%** of households within wards have easy access to at least one open space and 36.1% have easy access to local parks.

Public Transport Accessibility and Car Ownership

Public Transport Accessibility Level (PTAL) is a measure which rates locations by distance from frequent public transport services. In the ward that score is **2.2** which is lower than both the borough and regional averages at 4.7 and 3.8 respectively.

There are **52** cars per 100 households in the ward compared to 54 in the borough and 82 in London. **56%** of households do not have access to a car or van (55% in H&F and 42% in London).

Map 7: Index of Multiple Deprivation



Crime

All recorded crime has been rising across the borough over the last four years (+4% in year to 2017-18). The ward has seen a **3.9%** increase in total notifiable offences in the last year; this is the eighth highest increase amongst all wards.

There were 1,105 crime committed (**89.8** per 1,000 residents) which ranks the ward seventh lowest in H&F.

In 2016-17, the rate of all recorded crime per 1,000 population was **74.2** in the ward compared to 117 across the borough.

Table 20: Crime Categories 2017-18

| | Ward | | Hammersmith | |
|-----------------------------|------|------|-------------|------|
| | No. | Rate | No. | Rate |
| Burglary | 138 | 9.5 | 2092 | 11.4 |
| Criminal Damage | 69 | 4.8 | 1336 | 7.3 |
| Drugs | 44 | 3.0 | 935 | 5.1 |
| Other Notifiable Offences | 18 | 1.2 | 413 | 2.2 |
| Robbery | 31 | 2.1 | 660 | 3.6 |
| Sexual Offences | 16 | 1.1 | 380 | 2.1 |
| Theft & Handling | 401 | 27.7 | 9476 | 51.5 |
| Violence Against The Person | 387 | 26.7 | 6294 | 34.2 |

Source: Met Police

The most high volume crimes in the ward during the last financial year have been 'Theft & Handling' (**401**), 'Violence Against the Person' (**387**) and Burglary offences (**138**).

All crime types have seen a smaller rates per 1,000 population in the ward compared to the H&F averages. Theft & Handling rate of **27.7** is nearly half the borough average while Violence Against The Person and Criminal Damage rates of **26.7** and **4.8** respectively are around 30% lower compared to the H&F averages.

Top Businesses

The top 10 businesses in the ward employ over **800** employees and the majority of these businesses have been based in the ward for many years (see Table 23).

Education is the main industrial sector in the ward employing **523** people; this is followed by Professional, scientific and technical activities (**373**), Information and communication sector (**327**), Retail (**286**), Health (**245**), Accommodation and food services (**210**) and Office administrative and business support (**166**).

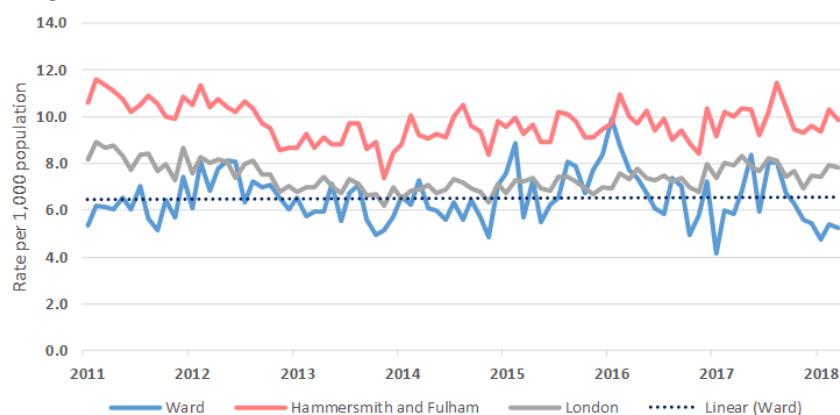
Table 23: Top 10 employers by employment size

| Position | Company Name | Employee No. | Sector |
|----------|------------------------------------------|--------------|-----------------------------------------------------------|
| 1 | RPM London Holding Ltd | 215 | Advertising agencies |
| 2 | Leiths School of Food and Wine Ltd | 135 | Other education |
| 3 | Hammersmith Academy Trust | 105 | General secondary education |
| 4 | Input Video Ltd | 102 | Motion picture, video and television programme activities |
| 5 | Wendell Park Primary School | 67 | Primary education |
| 6 | T.A. Ronan & Sons Electrical Contractors | 51 | Electrical installation |
| 7 | The Good Shepherd Primary School | 37 | Primary education |
| 8 | The Elliot Foundation Academies Trust | 35 | Primary education |
| 9 | The Asian Health Agency - Shanti Centre | 34 | Social work activities without accommodation |
| 10 | London Community Rehabilitation Company | 26 | Social work activities without accommodation |

Other **large employers** in the ward are: Greenside Primary School, Cathnor Park Children's Centre, The Hill Food and Events Company Ltd, Laveli Bakery Ltd, Notting Hill Housing Trust, Yarrow Housing Ltd, AGP Cleaning Services Ltd, and Zap Production Services Ltd.

Source: MINT, Bureau van Dijk

Figure 21: All Recorded Crimes



Anti-social Behaviour

Anti-social behaviour (ASB) levels are generally high in the ward with **157** incidents being recorded on ReACT since June 2013. This totals around **6%** of all ASB incidents recorded on the system over this time period.

The ASB incident rate per 1,000 population is **10.8** (the seventh lowest in H&F). Noise was the most frequent incident followed by Harassment / Verbal Abuse and Substance Misuse.

Table 22: Rate of Anti-Social Behaviour, 2013-2018

| Ward | Incidents | Rate per 1,000 pop | Rank (1=Best) |
|--------------------------|-----------|--------------------|---------------|
| Addison | 138 | 12.4 | 9 |
| Askew | 157 | 10.8 | 7 |
| Avonmore and Brook Green | 96 | 8.2 | 3 |
| College Park and Old Oak | 34 | 3.7 | 2 |
| Fulham Broadway | 135 | 11.5 | 8 |
| Fulham Reach | 213 | 18.5 | 13 |
| Hammersmith Broadway | 158 | 12.4 | 10 |
| Munster | 96 | 8.8 | 4 |
| North End | 252 | 22.7 | 14 |
| Palace Riverside | 70 | 9.6 | 6 |
| Parsons Green and Walham | 100 | 9.1 | 5 |
| Ravenscourt Park | 32 | 3.0 | 1 |
| Sands End | 216 | 15.2 | 12 |
| Shepherd's Bush Green | 297 | 24.9 | 15 |
| Town | 145 | 13.3 | 11 |
| Wormholt and White City | 471 | 35.2 | 16 |

Source: ReACT H&F